

# ***Business Financial Plan***

## **Individual or Team Event** **Report/Performance Event with Judge Q & A**

### **Regulations**

- *Refer to National Competitive Event Guidelines for description and procedures.*
- Each local chapter may submit one (1) entry that may be created by an individual member or by a team, not to exceed three (3) members, to compete in this event.
- No more than one (1) team member may have competed in this event at a NLC or have competed more than two (2) years at the national level.
- No more than one member in a team of two or two members in a team of three may be substituted should circumstances arise that warrant the substitution.
- Two copies of the report must arrive at the RLC Host School by **the third Friday in January** for RLC or the State Office by **the first Wednesday in March** for SLC. The reports will be returned to the chapters and the advancing reports may be revised for competition on the next level. Reports must include a table of contents. A title page, divider pages and appendices are optional.
- Student members, not advisers, must prepare the report. Local advisers should serve as consultants to ensure that the report is well organized, contains substantiated statements and is written in an acceptable business style.
- Proposals must describe proposed business ventures. The business venture must also be currently viable and realistic. The business described in the project report must not have been in operation for a period exceeding 12 months before the NLC. Reports should not be submitted that evaluate ongoing business ventures.
- A one-page synopsis of the plan should be the first page of the report.
- Penalty points will be given if the written plan doesn't adhere to the report cover and report contents guidelines.

### **The 2014 topic is:**

*You are planning to open an independent retail store selling personalized clothing and accessories in your hometown. Customers will be able to purchase a variety of shirts, pants, tote bags, cups, and accessories in a variety of colors and, for an additional charge, can have words or images printed onto the items. Customers can purchase one item or if they purchase in bulk they can receive a discount. There are two other suppliers in the local area that offer personalized merchandise, but they only offer bulk orders and they do not offer a store front or popular accessories. You are planning to open your facility on a 10,000 square foot, stand-alone store and warehouse. You will need to purchase inventory for the store and stock the warehouse for bulk orders.*

### **Report Cover**

- Report covers must be of a weight such as cover stock, index stock or card stock.
- There must be both a front and back cover.
- Report covers are not counted against the page limit and may contain other information.
- Covers may not be in plastic binders, be laminated or have a plastic sheet overlaying the printed cover.
- No items, such as labels or decals, may be attached to the front cover.
- Two- or three-ring binders are not acceptable as report covers.
- Cutout cover stock covers are allowed, but the page containing the cover information is included in the page count.
- Front cover contains the following information: the name of the school, state, name of the event and the year (20xx – xx).
- All reports must be bound (e.g., tape binding, spiral binding)—no staples.

## **Business Financial Plan – Continued**

### **Report Contents**

- Table of contents with page numbers.
- Follow the rating sheet sequence in writing the report. If information is not available for a particular criterion, include a statement to that effect in the report.
- Each page must be standard 8 ½" x 11" paper.
- Each page is numbered.
- Each side of the paper providing information is counted as a page.
- Pages must not be laminated or bound in sheet protectors.
- Reports must not exceed 15 pages. A title page, divider pages and appendices are optional.
- Valuable items should not be included with the report. Copies should be sent rather than important original documents.
- No items may be attached to any page in the report.

### **Eligibility**

- A chapter may enter one (1) project in this event each year.
- A chapter may not enter the same report for more than one report event.
- Each project may be authored by an individual member or by a team, not to exceed three (3) members.
- No more than one (1) team member may have competed in this event at a NLC or have competed more than two (2) years at the national level.
- The project may not have been submitted for a previous NLC.
- All team members must participate in the presentation.
- A member may enter only one individual or team event and one chapter event. Who's Who in FBLA does not count as an event.
- No more than one member in a team of two or two members in a team of three may be substituted should circumstances arise that warrant the substitution.
- Between the RLC and SLC, or between the SLC and NLC, in the case of an unforeseen situation, one (1) team member may be substituted with the approval of the State Office. Failure to discuss this change with the State Office could result in team disqualification.

### **Procedure**

*Written Report: Report formats must follow the same sequence shown on the rating sheet. Creativity through design and use of meaningful graphics is encouraged. The written reports will be prejudged according to the rating sheet. The top 8 finalists will make an oral presentation at SLC.*

*Oral Presentation: All members from the submitting team will give an oral presentation that will be an interactive situation. The members will orally explain the business venture, the financial plan and their request for a loan. Judges will serve as officers of the financial institution, questioning and interacting with the team members throughout the presentation.*

## Business Financial Plan – Continued

### Administration of Events

RLC	SLC
Written reports must arrive at the RLC Host School by <b>the third Friday in January</b> .	Written reports must arrive at the State Office by <b>the first Wednesday in March</b> .
An undetermined number of sections of the plan will be reviewed and graded at the regional level.	The top 8 finalists will present their Business Financial Plan to a team of judges at the SLC. Finalists and schedules will be posted at SLC, not before.
	Five (5) minutes will be allowed for the setup of equipment. Chapters must provide their own audio/visual equipment—except screens.
	Presentations cannot exceed 7 minutes.
	Upon completion of the presentation, the judges may ask questions for an additional 3 minutes.
	The presentation will be scored with a maximum of 100 points to be combined with the score of the written report.
	Participants must bring their own audio/visual equipment, except screens.
Top THREE finishers advance to SLC competition.	Top THREE finishers advance to NLC competition.

### Performance Event with Judge Q & A

**Teams will have seven (7) minutes to describe the project and the prospective results. A timekeeper will stand at six (6) minutes and again at seven (7) minutes. When the presentation is finished, the timekeeper will record the time used, noting a deduction of five (5) points for any time over seven (7) minutes**

**Following the presentation, judges will conduct a three (3) minute question-answer period.**

### Judging

- All decisions of the judges are final.
- The rating sheet(s) the judges will use are found in the Wisconsin Competitive Event Guidelines.



# FBLA Business Financial Plan Report Rating Sheet

Evaluation Item	Not Demonstrated	Does Not Meet Expectations	Meets Expectations	Exceeds Expectations	Points Earned
<b>Report Content</b>					
Description of business, assumptions, and strategies to obtain loan (one page)	0	1–10	11–20	21–30	
Company Description <ul style="list-style-type: none"> <li>• Legal form of business</li> <li>• Company governance</li> <li>• Company location(s)</li> <li>• Long- and short-term goals</li> </ul>	0	1–7	8–14	15–20	
Operations and Management <ul style="list-style-type: none"> <li>• Business facilities described</li> <li>• Management personnel identified</li> <li>• Workforce described (current and projected)</li> </ul>	0	1–8	9–18	19–25	
Target Market <ul style="list-style-type: none"> <li>• Target market defined (size, growth potential, needs)</li> <li>• Risks and potential adverse results identified, analyzed, and planned for</li> </ul>	0	1–10	11–20	21–30	
Financial Institution <ul style="list-style-type: none"> <li>• Name and type of financial institution to which loan application is being made</li> </ul>	0	1–7	8–14	15–20	
Loan Request <ul style="list-style-type: none"> <li>• Purpose of loan and amount requested</li> <li>• Itemized planned expenditures</li> <li>• Projections for future stability of company</li> </ul>	0	1–10	11–20	21–30	
Supporting Documents <ul style="list-style-type: none"> <li>• Works cited page</li> </ul>	0	1–5	6–10	11–15	
<b>Format</b>					
Clear and concise presentation with logical arrangement of information following the rating sheet categories	0	1–5	6–10	11–15	
Correct grammar, punctuation, spelling, and acceptable business style	0	1–5	6–10	11–15	
<b>Subtotal</b>					<b>/200 max.</b>
<b>Penalty Points</b> Deduct five (5) points each for not adhering to Report Guidelines (maximum of twenty [20] points): <input type="checkbox"/> cover incorrect <input type="checkbox"/> missing table of contents <input type="checkbox"/> binding incorrect <input type="checkbox"/> over fifteen (15) pages <input type="checkbox"/> attached items <input type="checkbox"/> no page numbers <input type="checkbox"/> 2 copies of report not received <input type="checkbox"/> report format does not follow rating sheet					
<b>Total Points</b>					<b>/200 max.</b>

Name(s): \_\_\_\_\_

School: \_\_\_\_\_ State: \_\_\_\_\_

Judge's Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Judge's Comments:



# FBLA Business Financial Plan Performance Rating Sheet

☐ Preliminary Round

☐ Final Round

Evaluation Item	Not Demonstrated	Does Not Meet Expectations	Meets Expectations	Exceeds Expectations	Points Earned
<b>Content</b>					
Description of the company, operations, and management (current & projected)	0	1–5	6–10	11–15	
Description of the financial plan and strategies to obtain loan	0	1–5	6–10	11–15	
Underlying assumptions explained and supported	0	1–5	6–10	11–15	
Risks and potential adverse results identified, analyzed, and planned	0	1–5	6–10	11–15	
Purpose of loan and amount requested and projections	0	1–3	4–7	8–10	
<b>Delivery</b>					
Statements are well-organized and clearly stated; appropriate business language used	0	1–3	4–7	8–10	
Demonstrates self-confidence, poise, and good voice projection	0	1–3	4–7	8–10	
Demonstrates the ability to effectively answer questions	0	1–3	4–7	8–10	
<b>Subtotal</b>				<b>/100 max.</b>	
<b>Time Penalty</b> Deduct five (5) points for presentation over seven (7) minutes. Time:					
<b>Dress Code Penalty</b> Deduct five (5) points when dress code is not followed.					
<b>Penalty</b> Deduct five (5) points for failure to follow guidelines.					
<b>Total Points</b>				<b>/100 max</b>	
<b>Report Score</b>				<b>/200 max.</b>	
<b>Final Score</b> (add total points and report score)				<b>/300 max.</b>	

Name(s): \_\_\_\_\_

School: \_\_\_\_\_ State: \_\_\_\_\_

Judge's  
Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Judge's  
Comments: